

APRIL 2012

CheckUP



Need a Hand?

Ask a volunteer, page 8

Sometimes Change Is Good

We're evolving as a health network and as individuals



Lehigh Valley Hospital—17th Street is 113 years old.

Lehigh Valley Hospital—Muhlenberg is 51 years old.

Lehigh Valley Hospital—Cedar Crest is 37 years old.

If you look closely at certain architectural details, you could likely guess the history of the buildings, but once you're inside it's certainly not obvious at all. That's because we continuously reinvent ourselves by adding the latest technologies and treatments, conducting the most advanced clinical research, keeping our facilities up to date, and staying ahead of concepts like patient-centered care and family presence.

Each spring, I set aside time to think about ways to reinvent and improve the health network and myself.

This *CheckUp* is full of ideas to get reinvigorated this spring. I particularly love the Culture of Wellness profile about Nancy Marsh (page 12). I've talked to Nancy at the gym, and have seen her dedication to health and wellness. A trip to Hawaii motivated her and her husband to lose weight, and they've been keeping it off since their return. Even if you don't have a trip planned this year, you still can follow Nancy's lead. Keeping or getting healthy is a great way to improve yourself—and you'll find that a healthy body positively influences every aspect of your life.

Another great example of reinvention is Terry Konopka's use of a magic wand (page 3). This nurse at the Fairgrounds Surgical Center found a way to take a simple childhood toy and turn it into a tool to soothe children before surgery. This reminds me that more often than not, reinvention only requires imagination.

And let's not forget how we as a health network are reinventing our culture through Mission Possible. All of you submitted great ideas during employee forums about how we can transform. Those ideas will be the main topic during The Summit in April, where colleagues will gather to chart our future (page 4).

Change is good. Without it, we would not have computers, iPhones or even Netflix. We would also be stuck with beehive hairdos and bell-bottom jeans. Think about a change you would like to see and plan how you will evolve this spring.

*Terry Capuano, RN
Chief Operating Officer*

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Open sesame—

Terry Konopka, RN, of the Fairgrounds Surgical Center has the magic touch when it comes to helping children like 5-year-old Selina of Allentown feel calm and comfortable before surgery.

She Creates ‘Magical’ Care

Terry Konopka, RN, helps patients feel comfortable at Fairgrounds Surgical Center

The little girl is scared. She’s in unfamiliar territory and concerned about what will happen on the other side of the doors before her. She needs help, and the woman alongside her offers it. “Drink this magic juice,” the woman says, “and you’ll have the power to use this magic wand.” Excited, the girl drinks it down. As the duo arrives at the doors, the woman says, “Say the magic word and wave your wand.” “Abracadabra!” the girl exclaims, and the doors magically open. Inspired by her powers, the girl has the courage to enter.

It sounds like a story from Harry Potter, but it’s exactly what happens to children before an outpatient surgery at the Fairgrounds Surgical Center. The colleague who supplies the magic wand and magic juice (a sedative, of course) is Terry Konopka, RN. Her passion: caring for children. “It’s their innocence that I love,” says Konopka, who works alongside the center’s 60 colleagues to ensure patients of all ages are comfortable.

Located in the Fairgrounds Medical Center building across the street from Lehigh Valley Hospital—17th Street, the surgical center became part of our health network in November. In its six operating rooms, minor treatment room and laser eye surgery suite, patients receive outpatient general, plastic, cataract, orthopedic, pediatric dental surgeries, endoscopies and more.

The center keeps patients and families comfortable. Spacious, private rooms allow them to spend time alone before and after surgery. A play area keeps children distracted and entertained. But it’s the family atmosphere and teamwork among colleagues that patients appreciate most. “They sense everyone here is happy, experienced and focused on their needs and safety,” Konopka says. “Having surgery is a big deal. We want patients to feel so comfortable, they wouldn’t think twice about returning if they need us again.”

To enhance patients’ comfort level, Konopka practices her second passion. “I like to talk,” she admits. “I ask patients where they’re from, and that leads to conversations about their town or favorite restaurants. Casual conversation is a great pain management diversion and helps patients know they’re always our No. 1 priority.”

Patients aren’t the only group recognizing the exceptional care at the Fairgrounds Surgical Center. It’s one of 10 health care facilities nationwide on the 2011 Who’s Who list from SurgiStrategies, a leading information source for outpatient facilities. It also made the “Best Places to Work in PA” list four times. It’s proof that there is something magical about our health network’s newest colleagues.

—Rick Martuscelli

Heading to 'The Summit'

Your feedback and ideas guide our cultural transformation

What do you need to do your job well and be at your best more often? How can you keep providing 'breathless' service to our patients and each other, no matter what health care reform may bring? That's the focus of Mission Possible, and we all have a part to play.

Beginning last October, more than 5,500 colleagues, partners, medical staff and community advocates attended employee forums, the highest total ever. Participants learned how to create possibility through "reframing," and grow relationships through meaningful conversations. To practice these skills, they shared stories about times they were at their best, and shared their ideas for making that possible more often (see conversation bubbles for examples). More than 10,000 ideas were recorded.

The data was analyzed and organized into themes by the Mission Possible evaluation team, with key members from Community Health and Health Studies. Here's what colleagues are saying: we're at our best when we're helping (each other, patients and families). Helping requires—and will continue to require—teamwork, time and trust.

The Summit


The conversation around these themes will continue at The Summit, a planning and action session to be held April 12 at Lehigh University's Stabler Arena. Nearly 1,000 colleagues will gather to discuss the themes, as well as feedback from the 2010 and 2011 employee surveys. To ensure a cross-section of perspectives, the group will include an equal number of management and non-management colleagues, representing both clinical and non-clinical roles. Their goal is to deliver a plan for fiscal year 2013 that removes obstacles to superior service and creates new ways for us to heal, comfort and care for the people of our community and each other, and fulfill our promise to deliver a passion for better medicine.

"Teamwork is very important. Patients are more calm and comfortable when they see things running smoothly. Therefore, they are more satisfied."


"I had freedom to do my job because my boss was supportive and confident in my skills."

"The head teacher trusted me enough to let me handle the situation."





It's up
to each
of us.



"Take that one
moment to help
others—it is
soooo rewarding."

Share Your Voice

Whether or not you attend The Summit, your input is needed to ensure its success. Over the next few weeks, Summit participants will be collecting ideas about time, trust and teamwork from colleagues in their department or unit. They'll take these ideas with them on April 12. Here's what you'll be asked:

Teamwork How would you enhance cooperation and collaboration with colleagues inside and outside your department?


Trust What qualities or behaviors build trust and grow relationships?

Time How can your department or work group more efficiently use the time you have, or better yet, create more time?


Get creative and use your imagination.

Every idea counts. In fact, if it's simple and supports our mission, it may be implemented immediately, rather than waiting until after The Summit. By tapping into our collective strengths and energy, we can capture more patients' hearts and keep our health network strong, says president and chief executive officer Ron Swinfard, MD. "If each one of us is emancipated to release our passion and provide breathless service, our patients will tell their friends and families about us, and never dream of going anywhere else for care."

—Gerard Migliore



"Having more time to communicate
with other departments to know
what their jobs are."



"We are one big
team. By taking
care of each other
we can be successful
and care for our
patients."

Best (Community) Practices

How we're giving patients an even better health care experience



Staying informed—Patients at the Center for Women's Medicine can check the white board to see the wait time for their provider.

Our community practices offer many health care and wellness services for the people of our community, including those who are uninsured and underinsured. With most community practices located at Lehigh Valley Hospital–17th Street, colleagues are defining ways to deliver an even better health care experience.

First, they identified what they do right and what needs improvement. To see things through patients' eyes, colleagues followed them through a visit. In all practices, they found they could do things differently at the front desk and enhance communication with patients. Press Ganey survey results also indicated that patients are frustrated by wait times.

To address these and other issues, a front desk champions group was formed. Comprising representatives from each practice, the group meets twice a month. "It's one creative way to empower staff to implement performance-improvement solutions," says Linda Faust, community practices administrator. "It's incredible to see people reach across to other areas." Here's how community practices are putting the needs of patients first:

Information while you wait

→ **Center for Women's Medicine** colleagues use a white board to communicate wait times to patients. Each provider's wait time is posted alongside his or her photo. "The patient navigator updates the board regularly throughout the day," says practice director Donna Geer.

→ **Children's Clinic** colleagues set timers outside exam rooms to remind them to update patients after seven minutes have passed. Patients don't feel forgotten, and colleagues can see if patients need anything or have questions.

A great first impression

→ **A way-finding video** was made that shows what patients experience when they can't find their destination within the hospital. It helps colleagues be more empathetic and aware of patients' needs.

→ **At the maternal-fetal medicine** department at Lehigh Valley Hospital–Cedar Crest, a navigator warmly welcomes patients and identifies herself as a contact for any issues or questions.

→ **Front desk colleagues at Lehigh Valley Family Health Center** changed their greeting. "Instead of 'Do you have an appointment?,' we now ask 'How can I help you?'" says practice director Kathi Straubinger. "Patients don't feel they must have an appointment to come in and talk to us."

→ **Lehigh Valley Physicians Practice (LVPP)** patients learn about their providers by reading the "Get to Know Your Doctor" bulletin board. They also view LVPP's quality measures on a visibility board.

A fond farewell

→ **At checkout, outreach colleagues at the Center for Women's Medicine** help patients apply for health insurance, connect with social services and arrange transportation. They also follow up with patients who missed an appointment.

→ **At the end of a visit, LVPP patients** see a discharge medical secretary who connects them to community resources, financial counseling and health insurance. "It's best for the



A helping hand—Discharge medical secretary Ivette Gueren (right) connects patient Maria Vinasco of Allentown with any resources she needs at the end of her visit at Lehigh Valley Physicians Practice (LVPP).



Gauging our success—Maternal-fetal medicine specialist Daniel Kiefer, MD, shows patient Regina Makhoul of Whitehall the Press Ganey survey to explain how it's used.

patient if we proactively address these problems at the appointment,” says practice director Lillian Bracy.

Asking for feedback

→ **To gauge their success, clinicians encourage patients to complete the Press Ganey survey.** “We learned patients don’t open the survey because they think it’s a bill,” says Faust. To counter this misconception, clinicians show copies of

the survey and envelope to explain what it is and how it’s used.

→ **Colleagues also improved the readability and usability of the survey.** “When Press Ganey changed their surveys, we selected questions to get the information we wanted,” Faust says. “We also modified the Spanish survey to reflect the local dialect.” Their hard work paid off—the response rate has jumped from 6.3 percent to 14 percent.

→ **In the future, colleagues will continue to use creativity to enhance each patient’s experience.**

“Every one of us plays a role in delivering world-class health care.”

LINDA FAUST,
COMMUNITY PRACTICES ADMINISTRATOR



Our community practices:

- AIDS Activities Office
- Center for Healthy Aging
- Center for Women’s Medicine
- Centro de Salud
- Children’s Clinic
- Community Health and Wellness Center
- Dental Clinics at
 - Lehigh Valley Hospital–17th Street
 - Lehigh Valley Hospital–Muhlenberg
 - Miles of Smiles
- Hepatitis Care Center
- Lehigh Valley Family Health Center
- Lehigh Valley Physicians Practice
- Maternal-Fetal Medicine

—Lauren Fetterman

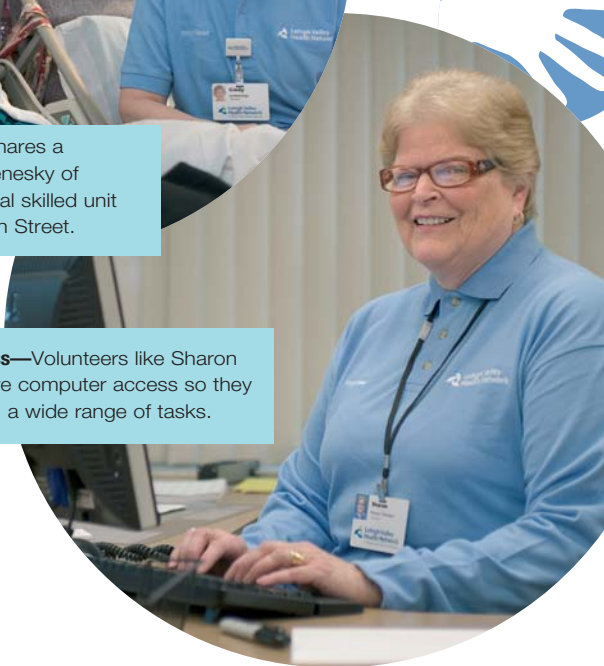
Thirst-quencher—Daniel Lindao makes sure patients always have fresh water when he volunteers on 4K at Lehigh Valley Hospital–Cedar Crest.



Friendly visitor—Cindy Kutz shares a smile with patient Laura Lubenesky of Northampton in the transitional skilled unit at Lehigh Valley Hospital–17th Street.



All access pass—Volunteers like Sharon Fritzinger have computer access so they can help with a wide range of tasks.



They're Here to Help

How volunteers can assist you

Are you constantly on the hunt for IV pumps or pillows? Does your supply closet need to be organized? Do you have patients who are lonely and could benefit from a friendly visitor?

If you answered yes to any of these questions, your solution can be found in the volunteer department, the largest department in our health network. “Most people don’t realize we have more than 1,000 active volunteers,” says volunteer services director Karla Bachl. “We have even more people who would like to volunteer—but we can’t place them if there isn’t enough demand.”

As more emphasis is placed on HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) scores, Bachl believes our volunteers can make an impact. “They’re often the first and last point of contact for patients,” she says. “From the time patients walk in the door until they leave, volunteers can provide that special touch to make a hospital experience more satisfactory.” For example, a volunteer who visits a lonely patient and consoles him about his fears could

significantly improve that patient’s overall impression of his hospital stay.

While volunteers can’t perform hands-on clinical care, they can do just about anything else. In fact, they have the same computer access any colleague has. Here are just some of the things volunteers can do for you:

- Transport specimens and medical charts
- Collect medical supplies
- Enter data
- Provide relief for patient observation assistants
- Refresh patients’ water cups
- Organize supply closets
- Spend time with lonely patients
- Work on special projects

Colleagues in the volunteer office essentially function as a staffing service. They interview, screen, orient and place volunteers. After placement, volunteers should be treated like any other colleague. “Volunteers are members of a department or unit,” Bachl says. “They can and should be utilized just like any other member of the team. They should be given meaningful tasks that benefit everyone.



“From lending an ear to a patient to lending a helping hand, volunteers are a major asset to our health network.”

KARLA BACHL
VOLUNTEER SERVICES DIRECTOR

Worried about finding the right fit?

Volunteers are evaluated on our PRIDE behaviors before they’re even accepted. They go through orientation, and receive HIPAA and AIDET training. Plus, they receive department-specific training such as volunteers who are trained in PO (per oral) orders if they will deliver water to patients.

Volunteers typically work four-hour shifts anywhere between 7 a.m. and 8 p.m. Clinical and nonclinical departments can request a volunteer by visiting the human resources home page on the intranet (www.lvh.com).



Too doggone cute—
Glendora Greenzweig of Nazareth (right) thoroughly enjoyed her visit with David and Helen Anger and their therapy dogs.


Something for everyone

More than half of our volunteers are younger than 65 and blend in with colleagues. That's because they work in departments where they have related experience. For example, we've had civil engineers volunteer in our facilities and construction department.

Here are some other unique volunteer roles:

- 👤 Electricians who work with our maintenance crew
- 👤 Gardeners who keep our flower pots looking good
- 👤 Data entry clerks who lend a hand in various departments
- 👤 Librarians and people that enjoy reading who deliver books, magazines and newspapers to patients
- 👤 Dog owners who bring therapy dogs for a visit. (OK, so the dogs might not exactly blend in, but they still get an ID badge!)

—Amy Koch



Pumped up—Debra Smith enjoys her volunteer role of collecting IV pumps throughout Lehigh Valley Hospital–Muhlenberg.



Generosity and support—In 1946, DeLight Breidegam Jr. and his father founded East Penn Manufacturing Company, the world's largest independent battery manufacturer and producer of Deka batteries. DeLight and his wife, Helen (seated), established the Timothy M. Breidegam Endowed Chair in Neurology in memory of their late son. The chair is held by John Castaldo, MD (standing).

Advancing Neurology

Helen and DeLight Breidegam Jr. establish our 13th endowed chair

Endowed chairs support education and research in a specific field of medicine. It's rare for community hospitals to have endowed chairs—we now have 13. Here is the story of the couple who established our newest endowed chair and the physician who will use it to improve the health of our community.

In memory of Timothy

Timothy Breidegam had a bright future ahead of him. At Moravian College, he led many teams and organizations. He also donated his time teaching English to Spanish-speaking Allentown residents. During his senior year in 1978, Timothy tragically passed away at age 21.

Years later, Timothy's father, DeLight Breidegam, Jr., had a stroke. A team of colleagues provided lifesaving care for him. The gratitude DeLight and his wife, Helen, felt inspired them to establish the Timothy M. Breidegam Endowed Chair in Neurology in memory of their late son. "There isn't any place in the area that offers care as good or as thorough as Lehigh Valley Health Network," DeLight says.

Bringing new ideas to life

John Castaldo, MD, chief of neurology, was one of the colleagues who cared for DeLight Breidegam. As holder of the endowed chair, Castaldo will oversee how the spendable portion of the endowment fund is used. The interest it generates will support research and education in neurology. "I'm so grateful to the Breidegams for this incredible opportunity to discover and develop new medications and devices, enhance access to care and improve community education," he says.

Castaldo hopes the chair can help the neurosciences department:

- Provide enhanced services that enable greater collaboration between departments and partner hospitals
- Develop 10 groups dedicated to conditions like stroke, epilepsy, multiple sclerosis and Parkinson's disease
- Initiate new research studies
- Attract the nation's best neurologists and neurosurgeons to our health network

—Lauren Fetterman



vice Star of the Month

CAROLE HANDLEY, RN

neuroscience intensive care unit,
Lehigh Valley Hospital-Cedar Crest

Nominated by John Schmitt and Tracey Baumhower

Congratulations to Award Nominees

Children's ER colleagues

7C medical-surgical colleagues

Colleen Schmick, inpatient pharmacy,
Lehigh Valley Hospital-Muhlenberg

Amanda Neidlinger, RN, critical care float pool,
Lehigh Valley Hospital-Cedar Crest

Home Care and Hospice physical therapy department

Gamma Knife Clinical Implementation Team

Pediatric unit colleagues

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a Service Star:

- Visit lvhn.com
- Go to the "Find Fast" box
- Click "Service Star Nomination"



Carole Handley, RN, of the neuroscience intensive care unit (NSICU) doesn't know for sure if her patient made it back to his family and community in Kentucky before he passed away. But in her heart, she believes he made it.

Initially, her patient traveled from Kentucky to Pennsylvania to receive care in one of the nation's only facilities that provides behavioral health care to members of the plain community. That's where caregivers realized he wasn't suffering from depression, but from a severe neurological disease. Knowing our reputation for providing culturally appropriate care, they brought him here.

By the time he arrived, his condition had worsened. Tests determined he had Creutzfeldt-Jakob (mad cow) disease, a condition for which there is no cure. Handley talked to the man's family and friends, and a decision was made to withdraw life support.

"I had to be sensitive to their wishes," says Handley. "When they asked if they could bring him back to Kentucky, I didn't think about saying no.

I knew how important it was to them. I only asked myself how we can get this done."

Handley and her colleagues relayed the family's wishes to the patient's attending physician. At first, he didn't think it would be possible, but Handley and the team persisted and granted the family's wish.

Because the patient required nutrition and medications but was unable to eat, a feeding tube was implanted. "Carole spent hours educating the family and community about the medications and how to feed the patient," says John Schmitt, RN. "She talked with nurse practitioners and pharmacists about dosing requirements and looked for medicine that could be easily administered."

When his family and friends arrived to pick him up in a van, Handley and her colleagues positioned him so he could be transported safely and his airway would remain open. "I think they made it," says Handley. "I have to believe they made it."

—Matthew Burns



Visit **Mission Central** at www.lvhn.org/conversations and click on "**Discussion**" to share and comment on colleagues' stories of exceptional service.



Attend the Take Charge Open House on April 14

Spring is a time of revitalization. That means it's time for you to get and stay healthy. Not sure how to do it? Come to the Take Charge Open House on April 14 and get the information—and motivation—you need to create a healthier you.

IT'S FREE!

10 a.m.-2 p.m. • Saturday, April 14
1243 S. Cedar Crest Blvd.,
Lower level

It will showcase many of the services available in the 1243 building, including:

- Group fitness class demonstrations for children and adults
- Health screenings
- Information to lose weight and quit smoking
- Massage demonstrations
- Physical and occupational therapy information
- Diabetes education
- Cardiac and pulmonary rehabilitation information
- Raffles, prizes and giveaways

To register, call 610-402-CARE.

She's an Advocate

Judy Schultz (center) likes her primary care practice, Lehigh Family Medicine Associates. "They're a very caring group," says Schultz, a trauma performance improvement coordinator. "They spend extra time with you and really listen." When her parents, LeRoy and Marlene Marks, became unhappy with their primary care practice, Schultz recommended they switch to hers. She's glad they agreed. At an appointment, LeRoy told Sharon Smith, CRNP, he was experiencing chest discomfort, night sweats and shortness of breath. Recognizing the seriousness of these heart disease symptoms, Smith sent him to the emergency department. He was diagnosed with a blocked artery and received an angioplasty and stent. "My family is so grateful," Schultz says.



Are you an advocate for our health network?

If so, call 484-884-0806 or e-mail Lauren_L.Fetterman@lvhn.org and share your story in *CheckUp*.

WELLNESS ROLE MODEL

Nancy Marsh, RN



Before her Hawaiian vacation, Nancy Marsh, RN, was more concerned about fitting in her airplane seat than her bathing suit. With encouragement from her health support program nurse health coach, she and her husband began exercising at Lehigh Valley Hospital–Muhlenberg's Healthy You Fitness Center and took a nutrition class. By their departure date, Marsh had lost 70 pounds and was able to sit comfortably during the flight. Today, the cardiac catheterization lab caregiver continues to use her \$700 Culture of Wellness benefit toward her fitness center membership. "It's a no-brainer," she says. "The center is right here at work, and it's free." Marsh's commitment to wellness led to lowered cholesterol, blood pressure and blood sugar. "I feel better, have more energy and can go all day without getting tired," she says.

- For a list of Culture of Wellness programs, visit the human resources website on the intranet (www.lvhn.com) and click "Benefits" and "Culture of Wellness Brochure."
- To register for Culture of Wellness programs, call 610-402-CARE.

A Guide to Our Care

Replacing a Heart Valve With a Catheter

We've been selected by Edwards Lifesciences to be one of the first hospitals in the nation to implant their new SAPIEN catheter-based aortic heart valve. The innovation is for adults with severely diseased aortic valves who are not eligible for traditional open-heart valve replacement surgery. The procedure—called transcatheter aortic valve replacement (TAVR)—will be performed in our new hybrid OR, which contains both OR and cardiac catheterization lab imaging and equipment. Colleagues in the hybrid OR are specially educated in both heart surgery and cardiac catheterization.



New LVPG Primary Care Practices

Need a doctor? Four new primary care practices joined Lehigh Valley Physician Group this year.

For more information, visit www.lvhn.org or call **610-402-CARE**.

Allentown West End Medical Group—Family medicine
3710 Broadway, Suite 201, Allentown

Allentown Medical Associates—Internal medicine
401 N. 17th St., Suite 105, Allentown

Emmaus Internal Medicine Associates—Internal medicine
730 Harrison St., Emmaus

Primary Care Associates of LVPG—Internal medicine
1941 Hamilton St., Allentown

New Children's ER Physician

Teresa Romano, MD, has joined our health network as the third pediatric emergency physician in our Children's ER. The addition of Romano—whose special interests include care for head injuries and traumatic injuries in overweight patients—helps us meet our community's increasing demand for specialized emergency care for children. Romano received her medical degree from Drexel University College of Medicine. She completed her pediatric residency at the University of North Carolina Hospitals and her pediatric emergency medicine fellowship at St. Christopher's Hospital for Children in Philadelphia.



New Health Network Laboratories Location

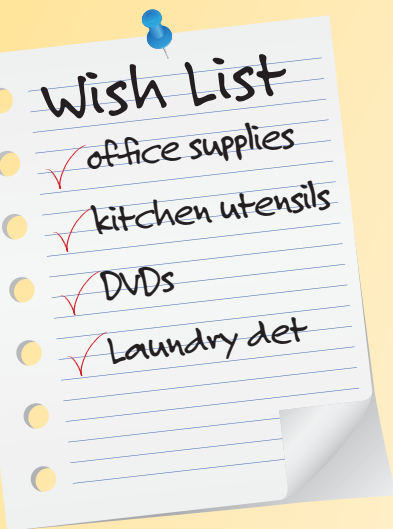
Health Network Laboratories has opened an all-new patient service center in Allentown on North Cedar Crest Boulevard near Target in the Crest Plaza Shopping Center. It offers easy access and convenient parking along with the lab's signature fast service (the average wait time is 15 minutes or less). It opens at 6:30 a.m., Monday through Friday, and also offers Saturday hours, providing patients with added flexibility. There is a play area for children, and restrooms have child changing tables. There also are separate waiting areas for adults and for patients with extended timed testing. No appointment is necessary and most major insurances are accepted.

Seal of Approval for Radiology

The radiation oncology departments at Lehigh Valley Hospital—Cedar Crest and Lehigh Valley Hospital—Muhlenberg have been awarded accreditation in radiation oncology as the result of a recent review by the American College of Radiology (ACR) and The American Society for Radiation Oncology (ASTRO).

The ACR-ASTRO seal of accreditation represents the highest level of quality and patient safety. It is awarded only to facilities meeting specific practice guidelines and technical standards developed by ACR and ASTRO after a peer-review evaluation by board-certified radiation oncologists and medical physicists who are experts in the field. Patient care and treatment, patient safety, personnel qualifications, adequacy of facility equipment, quality control procedures and quality assurance programs are assessed.





Wish You Could Help

A convenient and affordable “home away from home” for patients is available at the Hackerman-Patz House on the campus of Lehigh Valley Hospital–Cedar Crest. You can help our guests feel welcomed and comfortable by contributing an item on the house’s “Wish List.” The list includes everyday items such as laundry supplies, office supplies, disposable kitchen utensils and non-perishable food, as well as DVDs to help families relax. Items must be new or nearly new. To view the list, visit www.lvhn.org/familylodge and click “How You Can Help.” Because the house sometimes has specific needs, such as furniture or office equipment, please call **610-402-CARE** for the most up-to-date wishes.

Come to the Fairs

Thinking about going back to school? Attend the Employee College Fair. Learn about clinical and non-clinical educational opportunities at regional colleges and universities, as well as available financial aid.

EMPLOYEE COLLEGE FAIR

April 25, 11 a.m.–8 p.m.

Lehigh Valley Hospital–Cedar Crest
Kasych Family Pavilion

Call 610-402-2594 for information.

Know a high school student curious about nursing, or someone interested in nursing as a second career? Nurses will be at our Nursing Career Fair to discuss their career choices and clinical roles.

NURSING CAREER FAIR

April 17, 5:30-7 p.m.

Lehigh Valley Hospital–Cedar Crest
Kasych Family Pavilion

Call 610-402-1704 for information.

PRIDE in Our People



A New Look for Pediatrics

The renovated pediatric unit will help make hospital visits easier for young patients. Improvements include new flooring and newly painted hallways; new TVs, DVD players, laminate headboards and countertops in patient rooms; refaced showers; and new front desk signage to welcome visitors. In the treatment room, children can watch a relaxation DVD on a new TV, and lights can be dimmed to aid in sedation procedures. Storage areas were reorganized to improve efficiency, and a new call-bell system was installed with updated alarms and lights outside of patient rooms.

Award-winning Message

By spreading the “Stop Texting” message, you helped us win two awards for our distracted driving campaign. The Association of American Medical Colleges (AAMC) annually recognizes the most creative and effective approaches used to promote academic medicine in the United States. We received an honorable mention in the Public Affairs/Community Relations category. Judges said it was good to see a hospital take the lead in such an important public service campaign. We also won a gold medal in the Service Industry Advertising Awards competition for this campaign. We were up against campaigns from all different industries.



Safety First

Tumble Talk, a training tool that increases children’s confidence and skills in agility, tumbling and jumping, was just one of the highlights at our second annual Kids’ Safety Day at Lehigh Valley Hospital–Cedar Crest. Hundreds of people stopped by to help children practice wellness and discover the many services we provide to keep children healthy. People were able to find a doctor, learn about our Children’s ER, sign up for classes and tour a MedEvac helicopter.

Schedule

For more details on classes (including times, locations and costs), call **610-402-CARE** or visit www.lvhn.org/checkup.

Culture of Wellness

April 2, 15, 23 and 30 – Adult Maternity Tours

April 3 and 26 – Breastfeeding Baby

Starting April 2 – Monday Morning Moms...Beyond Birth

Starting April 2 – Postpartum Support: Understanding Emotions After Delivery

Starting April 2 – Preparing for Childbirth, Four-Week Series

April 7 – Preparing for Childbirth, One-Day Class

April 11 – What To Do When Your Kids Drive You Crazy Parent Workshop

April 11 and 18 – Baby Care Series

April 11 and 26 – Car Seat Check – FREE!

April 14 and 15 – Preparing for Childbirth, Saturday-Sunday Class

April 16 – Spanish Adult Maternity Tour

April 17 – CPR Family and Friends

April 18 – Parenting Series Refresher

April 20 and 21 – Preparing for Childbirth, Friday-Saturday Class

April 24 – Celebrating Motherhood Parent Workshop

April 24 – Healthy Hands and Nails

April 28 – Baby Care, One-Day Class

Healthy You Program Packages

Cardio-Strength Group
Healthy Aging Group Fitness
Mind-Body Group Fitness
Specialty Group Fitness
Youth Fitness Group and Sports Performance

VALIC Resilience–Rethink–Rebuild–Retire

Visit www.valic.com to register and enter one of the following codes:

April 17 – LVH-CC code:
3773ALL11AN

April 18 – LVH-M code:
LVHBET11AK

April 19 – LVH-17 code:
LVHALL11AK

LVHN Recreation Committee Events

Key West

Oct. 8-13, 2012

Contact Nicole Maranki for details.

Healthy You Program Packages

Show your employee ID and receive 20% off lunch or dinner at Gourmet Buffet and Grill.

READ MORE PRIDE in Our People at lvhn.org/checkup.



Teamwork Winners

Colleagues who annually provide care during NASCAR events at Pocono Raceway received national recognition for their outstanding work. (L-r) Lou Puentes, Mike Wargo, Jeff Kuklinski, DO, and Robert Tomsho, DO, received the NASCAR Teamwork Award during the 2012 NASCAR Safety Summit in Charlotte, N.C. The award is given annually to an infield care center that has an outstanding group of medical professionals who exceed NASCAR's medical standards and demonstrate excellent teamwork.

Appointed by the Governor

Pennsylvania Gov. Tom Corbett has appointed Ada Rivera to the Pennsylvania Cancer Control, Prevention and Research Advisory Board. This 11-member group meets quarterly and advises the Secretary of Health on cancer control and prevention-related issues. They set direction for cancer control, evaluate new cancer programs, and develop new initiatives, proposals and annual budgets.

Rivera is our National Cancer Institute project director, as well as director of the Community Health and Wellness Center, Centro de Salud and interpreter services.



Tackling a Childhood Disease

The odds of a child being affected by a childhood auto-inflammatory disease (CAID) are less than 1 in 2,000. Yet the difficulties, pain and helplessness it brings can frustrate patients and their parents. During CAID education day, we welcomed Lisa Moreno-Dickinson, whose son has CAID, and former Philadelphia Eagle Mike Quick (right), a spokesman for Moreno-Dickinson's foundation, StopCAIDNow. They shared information and signed copies of Moreno-Dickinson's book, "Hero In Me." The book was written to increase awareness of CAID and to help parents and clinicians like pediatrician Stephen Katz, MD (left), better understand the disease.

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HAPPY ANNIVERSARY

April 2012

40 Years

Kristine Kade
7A Neuroscience
Unit

35 Years

Keturah Fritz
Respiratory Care
Services

Susan Jones
Children's Clinic

30 Years

Diana Haines
Emergency Services

**Donna
Nonnemacher**
Transitional Skilled
Unit

25 Years

Cheryl Brunovsky
Information Services

Melanie Dronick
Operating Room

Susan Galey
Home Care

Paulette Kennedy
3A ICU

Lee Morgan
ICU

Rosa Pastor
Helwig Diabetes
Center

Susan Wenner
Breast Health
Services

20 Years

Gilbert Anthony
3A ICU

Bryon Brinker
Information Services

Roxane Gross

Home Care

James Kober
Contracting

Cynthia Schwartz
Supply Chain
Analytics

Debra Smith
Rehab Services

Orfelia Velasquez
Cardiac ICU

15 Years

Christine Aicher
Operating Room

**Charlene
Anderson**
LV Anesthesia
Services

Stacey Asbell
Spectrum
Administrators

Kathleen Barrett
PCCU

Robert Clausnitzer
Physical Therapy

Barry Daley
Information Services

Angela DeJesus
Hematology
Oncology Assoc.

Jerome Deutsch
Emergency Services

Perry Fooskas
Emergency Services

Dale Kleinbach
Nursing Float Pool

Sandra Malone
Patient Accounting

John McCarthy
Emergency Services

Karen Miller
Spectrum
Administrators

Marianne Mion

ICU

David Richardson
Emergency Services

**Rosemarie
Risteter**
Pre-Op Staging

**Alexander
Rosenau**
Emergency Services

Diane Saldukas
Emergency Services

Roxann Stout
Medical Records

Anthony Werhun
Emergency Services

Isabella White
TOHU

Charles Worriow
Emergency Services

William Zajdel
Emergency Services

10 Years

Laura Bachman
Joint Commission

**Jeffrey
Bartholomew**
Contracting

**Patricia
Blaukowitz**
Medical Records

Melanie Bowman
Transitional Trauma
Unit

Sheri Brady
Nursing Float Pool

Dale Cahill
Hamburg Family
Practice

Donna Christy
Financial Services

Suzanne Creighton

Ambulatory Surgical
Unit

Jean D'Aversa
Children's Clinic

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4T Medical-Surgical

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5K Medical-Surgical

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6T Medical-Surgical

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Construction

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Rehab Services

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Perinatal Unit

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Therapy

Sherry Marfisi
Mammography

Susan Mills
Case Management

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Yeager**
Compliance

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Labor and Delivery

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Fairgrounds Surgical
Center

Catherine Odom

Cardiac Rehab

**Kathleen
Piotrowski**
Cardiac Cath Lab

Keith Ponnett
Operating Room

Carmen Quinones
Transitional Trauma
Unit

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LV Physician Practice

Joanna Schuler
ABC Family
Pediatricians

William Schuster
Engineering

Denise Shank
Respiratory Care
Services

Matthew Shook
Medical Records

**Jennifer
Trumbauer**
Transitional Trauma
Unit

George Weber
Emergency Services

David Wilson
Engineering

5 Years

Donald Barilla
LVPG Diabetes-
Endocrinology

Diana Bermudez
Facilities and
Construction

Melissa Brana
LVPG Billing

Michele Brunell
Heart and Vascular
Center

Susan Cicon

Emergency Services

Lisa Demaree
Nursing
Administration

Sonia Dominguez
Patient Accounting

Kimberly Glenn
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Endocrinology

Christopher Gower
Security

Lenore Hare
NICU

Zachary Herb
Security

Doris Hines
Muhlenberg Primary
Care

**Diemhang Huynh
Younes**
Cardiology

Donna Iversen
Pre-Admission
Testing

Lisa Labar
Emergency Services

Sharon Letson
Nursing Float Pool

Joseph Mallon
Hospitalist

Jennie Mansfield
Pharmacy

Karen McCoale
Nursing Float Pool

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LVPG Diabetes-
Endocrinology

Jennifer Meshach
NICU

Kimberly Nappa
Labor and Delivery

Richard Peckelun
Security

Benjamin

Quintana
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